



WRIGHTOBARA

Proof of Partnership:

A CREATIVE ALLIANCE WITH WRIGHTOBARA



When it comes to impactful collaborations, few partnerships illustrate the power of creative alignment better than the one between WrightObara and Evergreen Garden Care. For the past seven years, Janne Hansen, Product Manager for control products at Evergreen Garden Care—with brands such as Clear, RoundUp, and Weedol in their portfolio—has entrusted WrightObara with an array of critical marketing and training projects. Here, she shares her insights into the value of this enduring relationship.

A Journey of Creativity and Trust

"I have had the immense pleasure of working with WrightObara coming up to seven years now," Janne says, reflecting on the depth of the partnership. During this time, WrightObara has become more than just a creative agency for Evergreen Garden Care; they have become an integral part of the team.

This long-standing relationship has allowed for the development of a wide variety of assets. From "How To" videos for customer websites to product launch content for both internal and external audiences, WrightObara's work has spanned the spectrum of creative needs. "We have also created a raft of training tools on our Evergreen Academy," Janne notes. This platform, aimed at equipping both customers and new employees with confidence and knowledge about the company's offerings, includes videos, photography, and infographics.

Streamlined Processes, Outstanding Outcomes

Janne highlights WrightObara's ability to make complex projects seamless. "They make each job a breeze by creating simple-to-approve storyboards and straightforward scripts, enabling me and the rest of the team to just review rather than create," she explains. Their meticulous preparation and thoughtful presentation of ideas ensure that the creative

process feels collaborative yet efficient, empowering Evergreen's team to focus on their core priorities.

This efficiency has proven invaluable in keeping Evergreen's projects on track without burdening their internal teams. For example, the Evergreen Academy project, which required significant coordination and creative output, was delivered on time and became a cornerstone of their training resources.

Pioneering Industry Success

One standout project exemplifies the impact WrightObara has had on Evergreen Garden Care: the launch of the Evergreen Academy. Designed as a comprehensive training resource, this initiative not only earned industry recognition, winning an award, but also helped the company strengthen its relationships within the garden care industry. The Academy has equipped countless customers and

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employees with vital knowledge, enabling better engagement and trust in Evergreen's products. "They were instrumental in helping us launch our Evergreen Academy, which truly met our objectives," Janne says. This milestone underscores WrightObara's ability to deliver meaningful, results-driven work.

More Than Just a Supplier

"They are truly an essential extension of our business," Janne emphasises. This close collaboration is defined by WrightObara's proactive approach: consistently suggesting ways to elevate projects, demonstrating a deep understanding of Evergreen's goals, and bringing creativity and clarity to every interaction. "They are a very personable bunch but also very clear on timelines and objectives," she adds.

WrightObara's reliability and resourcefulness have earned Janne's unequivocal trust. For instance, in a particularly challenging project, WrightObara's team worked collaboratively with Evergreen to address unforeseen obstacles, showcasing their adaptability and problem-solving skills. "They keep calm even in a storm—when a project timeline is slipping, they find a solution to get back on track," she explains.

Value That Speaks for Itself

With WrightObara's support, Evergreen Garden Care has been able to focus on broader objectives while knowing their creative projects are in safe hands. "They deliver truly great work at a reasonable price," Janne says, describing the agency as offering "truly good value for money." By acting as a seamless extension of the business, WrightObara has enabled Janne and her team to stay agile and efficient.

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A Recommendation Without Hesitation

Janne's endorsement of WrightObara is unequivocal. "I wish more agencies were like WrightObara," she says. From their innovative solutions to their steadfast reliability, WrightObara has proven to be more than just a partner; they are a trusted ally and brand champion for Evergreen Garden Care. "I would not hesitate to recommend their skills," she concludes.

In WrightObara, Evergreen Garden Care has found a creative partner that not only meets expectations but consistently exceeds them—a testament to what can be achieved through genuine collaboration.

If you need a creative partner to help bring your brand vision to life, get in touch, we'd love to help. Contact us by calling +44 (0) 20 80 92 92 79 or email info@wrightobara.com